

August 13, 1946

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Information Case Report No. 20

Complete Information Program

Subject: Cornell's "Six-Point Fall Milk Program"

Source: Art Durfee's Department of Extension Teaching and Information, New York State Colleges of Agriculture and Home Economics at Cornell University.

Objective: To increase New York milk production this fall 10 percent over that of last fall. The increase is needed to supply market demands, and its production will increase the dairyman's income.

How Organized: The Cornell Dairy Committee discussed the problem of a fall milk shortage during the past winter and submitted a proposed program at a meeting of county agricultural agents for discussion. Later the 6-Point Fall Milk Program was planned.

Since various milk companies were starting campaigns of their own, the Dairy Committee at Cornell invited members of the dairy industry and representatives of the State county agent leader's office to meet with it. Nearly 100 members of the dairy industry attended.

The final 6-Point Fall Milk Program was discussed and a State leader of county agents presented a proposed educational program by means of a flip-flop prepared by the Department of Information.

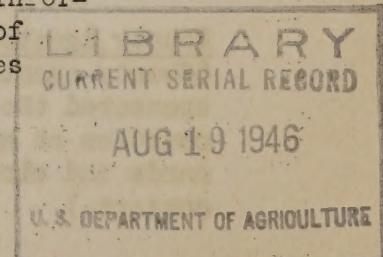
The six points were approved and the educational program was endorsed. The dairy industry agreed to raise \$15,000 to help finance the campaign, which was set up to flow through the county agent's office in each county.

The Department of Extension Teaching and Information was assigned the task of preparing all materials from information supplied by the various subject matter departments concerned, and of getting adequate distribution. All possible educational methods were to be used in an intensive program lasting at least 6 months.

Coverage: Media Distribution

Regular News stories and other press services..... 500 weekly and 106 daily papers.

(Most of the news stories were "fill-ins" supplied to county agents for distribution with local information added. Other services included a set of six ads, special stories with mats, and stories for farm papers.)



Coverage, Continued: Media

Distribution

2-color leaflets.....  
(80,000, four-page 3-3/4 by 8-1/2 inches. These presented the problem and listed the six points as practices available to every dairyman.)

Mailed by milk companies with the May milk checks.

3-color posters.....  
(14 by 22 inches; listed the six points; 80,000 used in milk houses, on trucks, in feed stores, in Grange halls, and at milk stations. Those put outside were weather-proofed.)

Distributed by milk truck drivers to dairymen, and to other places by mail and by county agents

Dairy Farm Service Letters.....  
(A series of five such letters was written and printed at Cornell; signed and mailed by county agents.)

Mailed by county agents.

Farm Bureau News Service.....  
(A set of from 30 to 40 mimeographed stories mailed monthly to each Farm Bureau News printed in the counties.)

Used in 56 counties.

Radio Transcriptions.....  
(8 to 10 timely, 5-minute talks by specialists, recorded at Cornell with duplicates made and sent to stations all over the State.)

Sent to 20 stations having over a million listeners.

Radio Briefs.....  
(150 to 200 word "fillers" giving timely agricultural information. Ten to twelve are mimeographed and sent weekly to radio stations.)

Sent to 44 stations with several million listeners.

American Farmer Broadcast.....  
(A 15-minute discussion of the 6-point program and its applications; by two prominent farmers and the directors of extension and research on June 22.)

ABC network

Colored Sound Movie.....  
(A 45-minute film which presents the marketing problem involved and stresses the practices included in the 6-point program.)

For use next winter at extension meetings. Also to be used by milk companies and others.

Industry Cooperation.....  
(Various milk companies advertised the 6-point program in farm papers, on the radio, and at meetings of farmers.)

Milk companies and farm groups throughout the State.

County Agents' follow-up.....  
(County agents and their local dairy committees sponsored the 6-point program in their various counties at special meetings, over the radio, in cards and circular letters, and through personal contact.)

All agricultural counties of the State.

Results: Since the program is only half over, the final results are not yet available. However, reports from the county agents and specialists show that the information is reaching farmers and that they are aware of the problem. Clippings show that coverage has been good in both the daily and weekly press.

One specific result now available is the greatly increased planting of Sudan grass made for extra summer feed.

